U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU



FORM

**SA-51112A** 

# **2002 SERVICE ANNUAL SURVEY**

### PERIODICAL PUBLISHERS

# DUE DATE

NOTICE — Your report to the Census Bureau is **confidential** by law (Title 13, U.S. Code). It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are **immune from legal process**.

**RETURN COMPLETED FORM TO** 



U.S. CENSUS BUREAU 1201 East 10th Street Jeffersonville, IN 47132-0001

Any questions call 1-800-772-7851 weekdays, 8:30 a.m. to 5:00 p.m. EST 138 SAS\_I 511120 T

(Please correct any error in name, address, or ZIP Code)

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

#### Item 1 SURVEY COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These locations may publish magazines and other periodicals in print or electronic form. Newsletters are included. Also included are locations known as Internet publishers who produce or develop original, proprietary content and use the Internet as the primary means of distribution. The information may be updated on a continuous basis and the content may include multimedia offerings such as text, video, and audio. The content may be provided to users for free (e.g., advertising supported), on a subscription basis, or some combination.

Does the above coverage describe this firm's business activity?

0001	1 ☐ Yes -	- Continue with Item 3	
	2 □ No −	Specify your business activity and continue with Item 3	
	0002	·	

# Item 2 NOT APPLICABLE TO THIS FORM

REPORT PERIOD			2002	
Mark (X) the one box which best describes the period	0006 1 ☐ Calendar year – Go to Item 4A	Month	Day	Year
covered by your report.		0007		
If the data reported are for a period other than the "calendar year," please enter the beginning and ending	2 ☐ Fiscal year			
dates.	3 ☐ Less than 12 months	0008		
	To			

Item 4A REVENUE		Key		20	02			
Report all revenue before any items of cost or expenses are deducted, but after allowances for cash or other	An estimate is acceptable if a book figure is not available.	code	Bil.	Mil.	Thou.	Dol.		
discounts, advertising agency commissions, newsstand and carrier commissions, etc.								
Exclude intracompany transfers.	Periodicals – Print     a. Subscriptions and sales	600						
Enter "0" in items where applicable.								
Do Not combine data for two or more detail lines.	<b>b.</b> Advertising	602						
<b>Print periodicals</b> – Report revenue from periodicals published in print form.	Periodicals – Internet     a. Subscriptions and sales	601						
<b>Internet periodicals</b> – Report revenue from periodicals published on the Internet.	<b>b.</b> Advertising	603						
Other media periodicals – Report revenue from periodicals published in media other than print or on the Internet. Examples include physical media such as CD-ROM, microfilm, and diskette.	3. Periodicals – Other media (exclude print and Internet)	1217						
Line 4 – Contract printing services – Report revenue from printing publications of any type for others. Examples include books, magazines, pamphlets, posters, and calendars.	a. Subscriptions and sales b. Advertising	1217						
Line 5 – Distribution of flyers, inserts, samples, etc. – Report revenue from distributing publications and	4. Contract printing services	604						
other products for others. Examples include flyers, magazines, books, newsletters, calendars and products samples.	<b>5.</b> Distribution of flyers, inserts, samples, etc.	1152						
Line 7 - Sale or licensing of rights to content - Report revenue from selling or licensing the right to	6. Graphic design services	1161						
reproduce all or part of a work of intellectual property for an agreed period of time. This includes the right to reproduce or adapt to another format, medium, language or territory. Outright sale of rights in	7. Sale or licensing of rights to content	639						
perpetuity is excluded.  Line 9 - Publishing services for others - Report revenue from publishing of periodicals, books,	8. Rental or sale of mailing lists	1231						
periodicals, journals, etc., for others (including self-publishing authors) who maintain copyright and	9. Publishing services for others	1224						
editorial control. Vanity book publishing is included as well as technical services related to publishing such as	<b>10.</b> Other services revenue − Specify <sub>▼</sub>							
editing, proofreading, content development, research and writing, and word processing. The services may be	1163	749						
bundled or separate. Printing and distribution services provided in combination with activities listed above are included. <b>Exclude</b> graphic design services.	11. TOTAL REVENUE	002						
Item 4B E-COMMERCE RECEIPTS/REVENUE	1	002						
Report sales and receipts from any transaction commail or other online system. Transactions are agreed or rights to use, goods or services. Payment for the Please see the General Instructions sheet for further An estimate is acceptable if a book figure is not av  1. Did your firm have e-commerce receipts/revenue during a large of the please of the pl	ements between buyers and sellers to transfer ownesse goods and services may or may not be made or clarification before completing this item.  ailable.  mg 2002?  Month (i.e., Ju	ership nline.	of,	'ear (i.e	., 2002=	<b>-</b> 02)		
2 ☐ No — Continue to Item 4C.		Key		20	02			
		code	Bil.	Mil.	Thou.	Dol.		
2. What was your firm's e-commerce receipts/revenue for e-commerce receipts/revenue in Item 4A. Exclude sale	or 2002? (Include les taxes.)	005						
Item 4C EXPORTS								
An estimate is acceptable if a book figure is not av  Note — An export is a tangible or intangible product (e.gor transferred to a customer or client (individual, governi (i.e., outside the 50 states, District of Columbia, U.S. Comsingle copy and subscription sales, and advertising sales products transferred to, sold to, or services performed fo subsidiaries, branches, etc.). Exclude products provided to	g., good, license agreement, reproduction right, service) t ment, business establishment, etc.) located outside the U nmonwealth Territories, or U.S. possessions). Include rev to customers or clients located outside the United States or unaffiliated and affiliated foreign firms (i.e., foreign par	nited S enue fr s. Inclu	tates rom de					
	Key 2002			02				
Did the total revenue reported in Item 4A include any amounts received for exported services or products?	0009 1 □ Yes	code	Bil.	Mil.	Thou.	Dol.		
2 No								

# Item 4D PERCENTAGE BREAKDOWN OF PERIODICAL REVENUE

An estimate is acceptable if a book figure is not available.

**Line 1a – General interest periodicals –** Periodicals covering multiple topics of general interest intended to appeal to a broad audience. Examples include general news, business news, personal finance, general interest (including articles, pictures, etc.).

**Line 1b – Special interest periodicals –** Periodicals aimed at professional audiences interested in keeping up-to-date with new research and developments in their professions or field of interest. Subjects include trade journals, law reports, taxation and accountancy, as well as research by the academic community.

	Key code	Percentage of periodical revenue for 2002
1. What was the percentage of periodical revenue by type for 2002?		
a. General interest periodicals	1120	%
b. Special interest periodicals	1122	%
c. Other periodicals	1296	%
TOTAL		100 %
Item 4E PURCHASED PRINTING EXPENSES		
An estimate is acceptable if a book figure is not available.	Vari	2002

An estimate is acceptable if a book figure is not available.		2002			
	code	Bil.	Mil.	Thou.	Dol.
Report cost of purchased printing	→ 620				1

# Item 4F INVENTORIES AT END OF YEAR (DECEMBER 31, 2002)

An estimate is acceptable if a book figure is not available.			End of 2002			
Report inventories at cost or market value using generally accepted accounting methods.			Mil.	Thou.	Dol.	
					i	
a. Finished goods and work-in-process	621				ı	
<b>b.</b> Materials, supplies, fuel, etc.	622				ı	
					.	
c. TOTAL inventories	623				.	

<PLEASE CONTINUE TO ITEM 5>

Item 5	NUMBER OF LOCATIONS								2002 lumbe	r
								0012		
			. (5		04 0000					
Item 6	OWNERSHIP OR CONTROL	overed by this repor					<u>→</u>			
	other firm own more than	Ivallie of ownling	or control	iiig com	Jany					
50 perce	nt of the voting stock or have er to control the management	Number and street								
and polic	cies of this company?	City, State, and ZIP Co	ode							
2 No					EII	N ——	0015			
<b>b.</b> Did this	firm acquire or merge with company during 2002?	0017 Name of compan	y acquired	d or merg	ed with					
another	company during 2002:	Number and street								
0016 1 Ye		City, State, and ZIP Co	ode							
2 L No	)	Date of merger or acquisition	Month	Year	EII	L	0019			
Item 7	REMARKS – Please use this sp	·	ions that	mav he			ndina vour	reported	data	
0027	For any separate of	correspondence perta	aining to	this repo	ort, please	include	the IDENTIF	ICATION	I	
	number snown in	the address label are	ea or at ti	іе тор от	tne page.					
	reporting burden for this collection of tions, searching existing data sources,									
inform	ation. Send comments regarding this larger than the state of the state	ourden estimate or any	other aspe	ect of this	collection o	f informat	ion, including	suggestic	ons for	
e-mail	comments to Paperwork@census.gov;	; use "Paperwork Projec	t 0607-042	2" as the	subject. PLE	ASE INCL	ude form N	AME AND	)	
	ER IN ALL CORRESPONDENCE. Respo al number from the Office of Manager									
Item 8	<b>CERTIFICATION</b> – This report	is substantially accu	rate and	has bee	n prepared	d in acco	rdance with	instruct	ions.	
Name of Please pr	person completing this report –	0021 Address (Numbe	r and street	, city, Stat	e, ZIP Code)			hone	T_	
гтеазе рг	m.					Area code	Number		Exten	sion
Signature of a	authorized person					0023	Fa	ax		
	•					Area code	Number		Exten	sion
0024 Title				0025 Da	ato.	0026	Email	address		
11116				0029 0	at <del>G</del>	3020	E-mall	aduress		
	Please return If you prefer, you	n the completed u may fax the co				_				

# SERVICE ANNUAL SURVEY INFORMATION SECTOR GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. If the report does not appear to apply to your kind of business or activity, describe your business or activity in Item 1 and complete the remainder of the form as accurately as possible.

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

U.S. Census Bureau 1201 East 10th Street Jeffersonville, IN 47132-0001

or call our Census Bureau representative in Jeffersonville, Indiana at 1–800–772–7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

**Always include** your identification number, located in the address label, in any correspondence.

IF BOOK FIGURES ARE NOT AVAILABLE, ESTIMATES ARE ACCEPTABLE.

Please read all instructions before making your entries.

Report data for the calendar year specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more items.

For location(s) sold or acquired during the year specified, report only for the period that the location(s) were operated by this firm.

# **SPECIFIC INSTRUCTIONS**

#### Revenue

Report revenue for all services rendered and any sales of merchandise for the calendar year specified, even though payment may have been received at a later date. Firms operating on a commission basis should report commissions, fees, and other operating income, not gross billings or sales.

#### Include -

- Total value of service contracts.
- Amounts received for work subcontracted to others.
- Market value of compensation in lieu of cash.
- Revenue from services performed by domestic locations for FOREIGN parent firms, subsidiaries, branches, etc.
- Dues and assessments from members and affiliates.
- Royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property).

#### Exclude -

- Taxes (sales, amusement, occupancy, use, or other) collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Revenue from customers for carrying or other credit charges.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).
- Revenue from the sale of used equipment.
- Installment payments from leasing under capital, finance, or full-payout leases.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Intracompany transfers.
- Contributions, gift, grants, income from interest, rental of real estate, and dividends.

# SERVICE ANNUAL SURVEY INFORMATION SECTOR SPECIFIC INSTRUCTIONS – Continued

### **E-commerce Receipts/Revenue**

(In the following instructions, online refers to any transaction completed over an Internet, extranet, EDI network, electronic mail or other online system.)

#### Include -

- Revenue from online orders for goods or services placed by a buyer.
- Revenue from online services provided where charges are based on the usage of those services (e.g., commissions or fees from use of computerized reservation systems, financial transaction processing systems, etc.)
- Commissions or fees from the trading of securities or the sale of other financial products online (e.g., insurance, loans, etc.).
- Commissions or fees from selling or from facilitating the sale of third party products (e.g., click-through including referral fees) through your company's Web site.
- Revenue from orders or contracts negotiated online with a buyer and seller on the price and terms for transferring ownership or the rights to use goods or services.
- Revenue from telephone transactions using interactive voice response systems.

#### **Exclude** – revenue from:

- Online billings where the order or contract was not negotiated online.
- Delivery of services online where the order or contract was not negotiated online.
- Provision of telecommunications and related infrastructure systems (e.g., data transfer, Web hosting, Internet access) where the order or contract for such services was not negotiated online.
- Orders for goods or services placed by facsimile machine or over switched telephone network.